

JUL -8 1925

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OUTWITTED

Photoplay in 5 reels

Written and Directed by J. P. McGowan

Author of the photoplay (under section 62)

Independent Pictures Corp. of the U.S.

JUL -8 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
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copyright in the name of *Independent Pix Corp*

Outwitted 5 reels

Borden Justice 5

Respectfully,

FULTON BRYLAWSKI

The *Independent Pix Corp*
hereby acknowledges the receipt of two copies each of the
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Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
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the receipt thereof.

Attorney in Pleas
JUL 11 1925

JUL -8 1925

JESSE J. GOLDBURG

PRESENTS

THE FIRST OF A SERIES
OF EIGHT SOCIETY STUNT
MELODRAMAS

Helen Holmes

AND

William Desmond

IN

"OUTWITTED"

WITH

GRACE CUNARD
ALEC FRANCIS

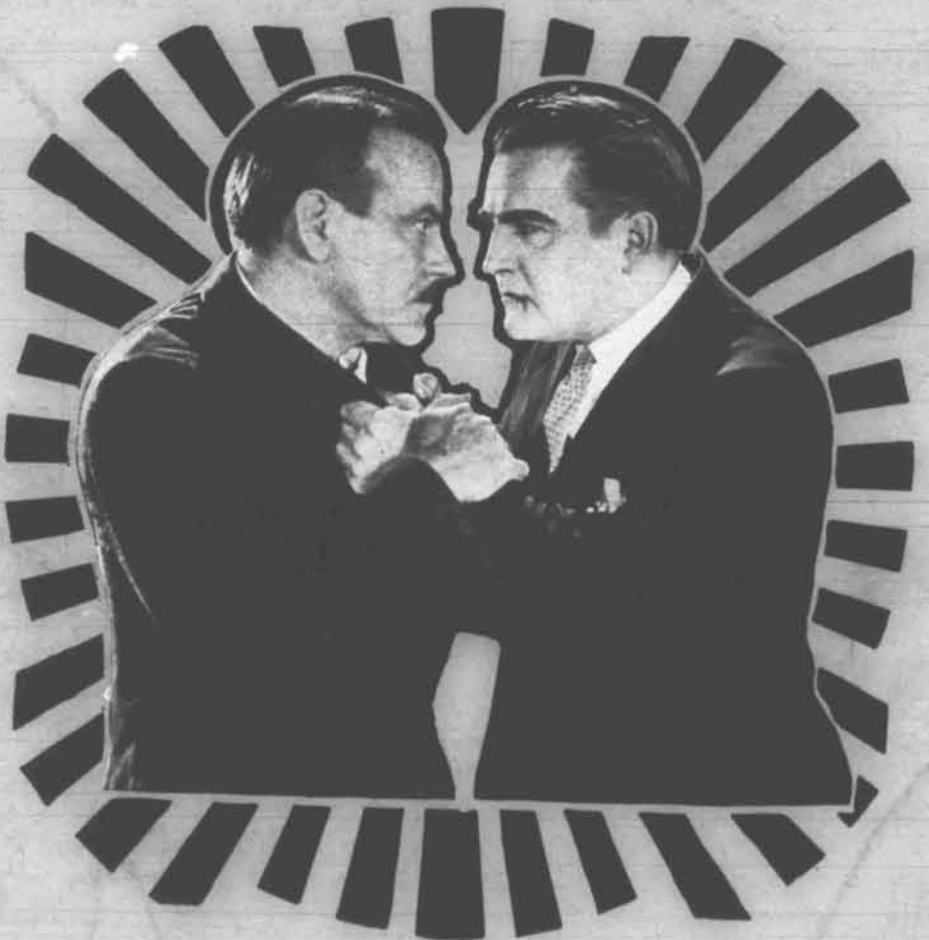
AND

EMILY FITZROY

A
J.P. Mc GOWAN
PRODUCTION

PRODUCED AND DISTRIBUTED BY
INDEPENDENT PICTURES
CORPORATION

JESSE J. GOLDBURG PRES.





The LOBBY



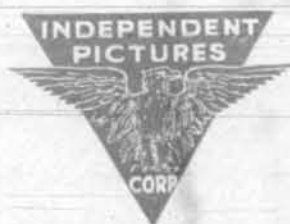
CLEAR cut, snappy cards that will brighten up your lobby. Eight 11x14's carefully selected for their attention getting value and executed in



SEVEN COLORS!

Give them the display they deserve—they will repay you many times over.

(The 22x28's appear on the inside back cover)





SENSATIONAL SOCIETY DRAMA

WRITTEN AND DIRECTED BY J. P. MCGOWAN

JESSE J. GOLDBURG PRESENTS

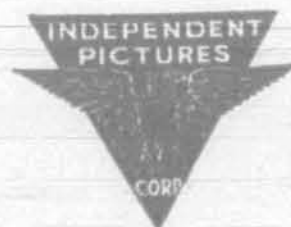
William Desmond and Helen Holmes

SUPPORTED BY Alec Frances, Emily Fitzroy and Grace Cumard in

"OUTWITTED"

A J. P. MCGOWAN PRODUCTION

PRODUCED AND DISTRIBUTED BY INDEPENDENT PICTURES CORP.



©CIL 21631

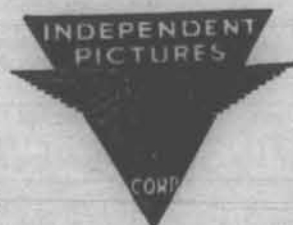


WILLIAM DESMOND has no peer in the role of the clean-cut athletic type of American manhood; and there are few who can boast his histrionic experience. Before he began work upon the screen he had many years in stock, playing leads in such well-known productions as "Quo Vadis" and "Alias Jimmy Valentine." His screen career includes "Fightin' Mad" for which he headed his own company, "The Perils of the Yukon" for Universal, and many others.

He plays the part of Jack Blaisdell in "Outwitted" and lends to the drama a generous share of two-fisted action.

EMILY FITZROY is in the front rank of character actresses. She has had a wealth of dramatic experience, having been on the stage for twenty-five years before turning her attention to the screen. Her unusual talent has made her the outstanding feature of many great pictures. She will be best remembered as the old maid scandal-monger in D. W. Griffith's "Way Down East," and as the mother in Universal's "Driven." Her other productions include "Fury" for First National and "Peacock Alley" for Metro.

She has never done a better bit of character work than that of "Meg," the disreputable old consort of crooks in "Outwitted."

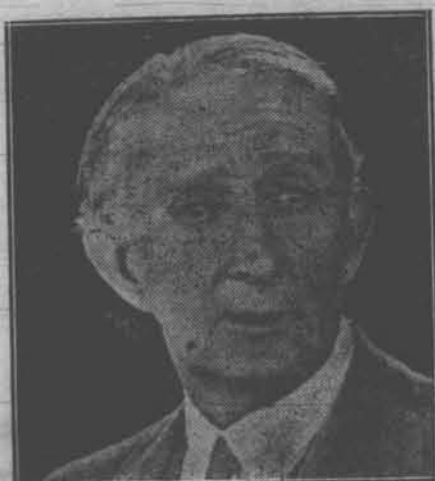


A Real All-Star Cast



HELEN HOLMES in addition to being an actress of unusual talent and rare beauty, is known far and wide as the foremost "stunt" girl before the camera today. Her wonder serial, "The Hazards of Helen," which she made for the old Kalem Company, will never be forgotten. Nor will her many other stories of railroad adventure for Universal, Pathé, etc.

As Helen Kinney in "Outwitted" she reaches the pinnacle of a successful screen career. Once more she demonstrates her unusual daring in some of the most perilous stunts ever filmed.



ALEC FRANCIS is one of the finest character actors in pictures. Born in England, he has had a wealth of stage and screen experience all over the civilized globe. Among his best productions may be mentioned "The Man Who Saw Tomorrow" for Famous Players, "Three Wise Fools" for Goldwyn and "Smilin' Through" for First National.

He brings to the role of Ex-Senator John Kinney in "Outwitted" all his supreme dramatic capabilities.

GRACE CUNARD has always graced the pages of the movie magazine as an excellent type of real screen beauty. Her dramatic career began way back in her school days, when she ran away to play in stock. After several years of tramping—which is the finest kind of foundation for a dramatic career—she turned to the screen and has since appeared in many highly successful productions for Universal, First National ("The Girl in the Taxi"), and many others.

Her work as Lucy Carlisle in "Outwitted" is most certainly the greatest achievement of her brilliant career.

J. P. McGOWAN who directed "Outwitted," also plays an important part in the picture. He is well known as a portrayer of "heavy" roles and has actually lived many of the parts he has played upon the screen. His adventurous spirit has led him all over the world. He has seen action in four wars, risked his life in daring expeditions and experienced every thrill known to mankind. His most recent screen triumph was "The Whipping Boss" for Monogram Pictures.

As "Tiger" McGuire in "Outwitted" he has surpassed himself in the characterization of a fearless enemy of the law.



THE STORY

"OUTWITTED"

TWENTY years in the State Penitentiary!" "Tiger" McGuire hears the Judge drone out his sentence. For years he has dodged the many dragnets set for him by the authorities, but has made a mistake in matching wits with Jack Blaisdell of the Treasury Department. He viciously threatens Blaisdell as he is led back to his cell. Later, Jack and McPherson, his assistant, leave the court and start back to the Treasury, in another part of the city.

Ex-Senator Kinney, Assistant Secretary of the Treasury, looks up from his desk while his daughter Helen, watches from the window of the office, worried and anxious. Jack, entering the ante-room is greeted by Lucy Carlisle, the Senator's secretary, and then follows McPherson into the Senator's private office.

Helen is worried for Jack's safety, but he belittles McGuire's threats. "His confederates who escaped are desperate enough to carry out his vicious threats!" she protests. But Jack assures her he is quite able to take care of himself.

The next day Number 22 is thundering on its way to the State Penitentiary. Handcuffed, in charge of two deputies, McGuire sits in the day coach. Behind him, "Cockney" one of his confederates, stretches his leg across the aisle and trips up a passenger. In a second a fight is on, and as the deputies turn to stop the uproar, McGuire, makes his escape to the roof of the car, seizes the tell tale above him and drops to the ground. Before the pursuing deputies can follow, he has disappeared into the thick underbrush.

The deputies flash the news to Senator Kinney and he, in turn, informs the astonished Blaisdell. Jack dashes out to join Helen.

They run into McPherson and are astonished to learn from him that two plates are missing from the Treasury! During Jack's absence, dummies have been substituted for two original ten-dollar plates of the 1924 series!

The three hurry to the Treasury Department. Helen suspicious of one of the employees, follows him to the window overlooking the grounds. A whistle brings "Cockney" and Jim, two of McGuire's men, from the shrubbery of the building and gathering up the plates thrown to their feet, they hurry away, as Helen cries an alarm. Jack and McPherson dash in pursuit of the two who are met in the corridor, by McGuire. He seizes the plates and instructs the men to drive behind his car and stop any pursuit.

Along the highway McGuire's car roars with Cockney and Jim behind him, closely followed by Helen and Jack. It is impossible to pass "Cockney's" car to capture McGuire, so Jack turns the wheel over to Helen and climbing along the hood, springs into the back of the speeding machine. Awed by the sight of Jack's revolver, McGuire's confederates are easily handcuffed.

McGuire is reckless in his attempt to escape. A broken bridge sign means nothing to him, and the bridge tender's yells hardly attract his attention. With a crash, he tears through the barricade and drops from the side of the car as it plunges into the dry river-bed below. Blaisdell, watching the accident, is pounced upon by the handcuffed men. A club in the hands of the driver renders him senseless and the crooks jump into the car and make their escape.

In a deserted rock quarry, the "Tiger" establishes his lair. He is protected from the land side by frowning cliffs, while sentries guard the approach from the sea. Meg, a derelict adopted by McGuire's gang, reigns supreme in the shacks. Soon McGuire steams into the landing in a launch. He turns over the plates to an engraver, as Cockney handcuffed to his confederate, enters and explains how they escaped from Blaisdell. Furious, McGuire dismisses them and tells Meg that he'll settle accounts with Blaisdell later.

Meanwhile, Tiger McGuire's mysterious disappearance has baffled the authorities, and the Senator vents his disapproval on Blaisdell by suspending him for leaving his post without permission. Jack pleads for time. "Give me forty-eight hours," he says "and I will lay McGuire by the heels and get those plates back here." The Senator is willing, and Jack starts to map out his campaign.

McGuire in his shrewdness, figures that the last place the authorities would expect to find him would be in the shadow of the court house, and with sudden insolence, he drives his new car into a gasoline station. Helen enters for the same purpose. She catches the leer in his eyes, and turns from him. She realizes that in the money McGuire is using are many ten dollar bills of the 1924 series. Hastily figuring out a scheme she tears the wiring loose under the dash-board of her machine and flirts with the astonished McGuire.

"My car is disabled—will you please phone for a taxi?", she pleads. McGuire offers to drive her home. She accepts and, by a clever ruse, steals McGuire's pocketbook before inviting him to the treasury ball that evening.

At the Treasury ball, Helen is horrified as McGuire steps out from behind the portieres and confronts her. She offers her hand to him but he refuses it. "You fooled me once, but never again! I want my wallet!" he snaps at her. In the hallway, Blaisdell's voice attracts their attention. "You have given it to him," McGuire ejaculates, "let him come in here, and find out what he did with the wallet. Squeal that I'm here and I'll shoot him!" McGuire backs behind the portieres as Blaisdell enters. She asks Jack what he has done with McGuire's pocketbook and he tells her that her father has it in his safe.

Greatly relieved, she starts to leave with him but the threatening muzzle of an automatic from the portieres holds her feet. Then McPherson hurries in to tell his chief that they have located McGuire's new car, and leaving the girl unprotected, the two men go out to search the grounds. While there, they hear a shrill scream. Helen calls "Jack!" and they hurry back to the library only to find her gone.

Meanwhile, Lucy Carlisle, who has been standing in with McGuire's crowd, becomes furious at his apparent flirtation with Helen, and squares matters by telling Jack where to find his (McGuire's) hiding place.

The next day Jack, McPherson and a force of men from the Treasury Department start off to attack the "Tiger" in his lair. Here they feel sure they will find Helen, as well.

Close to the headland, the Senator's yacht steams. It is the dawn of a day of reckoning. In the shack, McGuire sends a last message to the Senator to deliver up the wallet by noon or lose his daughter. Lucy tells Jack of the location of the guards, and he orders McPherson to land with his men and capture them.

McGuire sends men to stop their advance. He sees Lucy and Jack on the deck, and realizing that the girl is to blame for the discovery of the hide-out, he swims out and boards the vessel. Jack discovers him in time to save Lucy's life, and in the struggle that follows, wires at their feet are broken and a spark from the short circuit sets the deck house on fire.

On shore, Helen is locked in Meg's room. There is no other avenue of escape, so, climbing to the roof, she tears the shingles off and makes her way out.

McPherson and his men, in a desperate battle, round up the gang, and Lucy escapes from the burning yacht by plunging overboard. Helen hears her cry for help and swims out to the unfortunate girl in time to seize her and drag her to shore.

As the yacht is sinking Jack makes his escape, and swimming to the shore finds Helen and Lucy. Lucy barely has sufficient strength to stammer out a confession as McPherson arrives with word that the entire band had been captured.

That evening on the Kinney estate, McPherson and Helen watch Jack's approach. "The Senator wants to see you," says McPherson, "I think you are in line for promotion." Jack grins as he turns to Helen, and then advises McPherson—"Tell the Senator I am going to promote myself." McPherson, knowing that, just now, three would certainly constitute a crowd, leaves the happy couple together.

PRODUCTION CUTS



One Column Cut No. 1



Two Column Cut No. 2



One Column Cut No. 3

ORDER these cuts (or mats) by number from your exchange and use them with the publicity stories (on pages 11 and 13) in your local newspapers.

The two small cuts shown below are fine screen and are suitable only for use in a herald or throw-away.



Two Column Cut No. 4



Herald Cut A



Herald Cut B

ADVERTISING CUTS



WILLIAM DESMOND
and **HELEN HOLMES**
AND AN ALL STAR CAST
IN **"OUTWITTED"**
A SENSATIONAL SOCIETY DRAMA
One Column Cut No. 5

ORDER these ad cuts (or mats) by number from your exchange. Use with them the catch lines that appear on page 17 of this book and play up the cast.

And here's a tip—if you hand in your publicity stories at the same time that you place the ads, you're pretty sure of a good break on both.



WILLIAM DESMOND
and **HELEN HOLMES**
AND AN ALL STAR CAST
IN **"OUTWITTED"**
A SENSATIONAL SOCIETY DRAMA

One Column Cut No. 6



WILLIAM DESMOND
and **HELEN HOLMES**
WITH **ALEC FRANCIS, GRACE CUNARD and EMILY FITZROY**
IN **"OUTWITTED"**
A POWERFUL DRAMA OF FAST ACTION
Two Column Cut No. 7



WILLIAM DESMOND
and **HELEN HOLMES**
WITH **ALEC FRANCIS, GRACE CUNARD and EMILY FITZROY**
IN **"OUTWITTED"**
A POWERFUL DRAMA OF FAST ACTION
Two Column Cut No. 8

NEWSPAPER STORIES

DAY OF FAKE MOVIE THRILL FADING FAST

A picture isn't a picture unless it teems with action and thrills. For this reason with each succeeding photodrama producers strive to introduce new hazardous stunts that will serve to keep the beholder tense with excitement. In the old days, these feats, which appeared to be so dangerous when viewed upon the screen, were faked so that there was little or no risk to the performer. Double exposure was often employed in scenes such as those in which a man walked along a narrow ledge of a building, apparently twenty or thirty stories above the street; and in other cases the action was speeded up to attain a thrilling effect. This was clearly evident in scenes in which an automobile narrowly escaped a speeding train or other moving objects. This sort of thing went great for a while, but the movie public finally became educated up to the point where they immediately recognized these and many other artifices which were used to produce startling effects. Nowadays it is necessary for producers to employ stars with a wide variety of accomplishments if they hope to have their pictures meet with favor. They must secure screen actors and actresses who are not only personable, but who are possessed, as well, of an unusual amount of athletic prowess and daring. It is literally true that picture stars risk their lives many times over in order to appease this newly educated movie public's insatiable appetite for real thrills.

In a recent interview, J. P. McGowan had a few things to say about a brand new picture entitled "Outwitted," starring Helen Holmes and William Desmond. And what he had to say bears out very well the foregoing statements in this article.

"Before the picture was half completed," said Mr. McGowan, "both Miss Holmes and Mr. Desmond narrowly escaped death. It happened during the scene on a burning yacht. Miss Holmes—playing Helen Kinney—was being abducted on the yacht by a gang of counterfeiters. Desmond—playing Jack Blaisdell—lay hidden on the yacht and determined to save her. When the yacht caught fire, Helen escaped from her cabin in the confusion, and dove into the water. Blaisdell was supposed to dive in after her and tow her to a huge spar 'planted' not far from the boat.

"We were shooting the scene from a small boat near the yacht, and when Blaisdell had towed Helen to the spar

ALL STAR CAST IN "OUTWITTED"

It would be hard to find a group of more popular screen players in one picture than those who make up the cast of "Outwitted," Independent Pictures Corporation's latest release, starring Helen Holmes and William Desmond. For, in addition to these two well-known stars there are Alec Francis, Grace Cunard, J. P. McGowan, Emily Fitzroy and an excellent supporting cast.

Most of these players are too well known to need any introduction to film fans. However, a word or two about Emily Fitzroy may not be amiss.

Miss Fitzroy is the finest character actress on the screen today. Her portrayal of the role of the old maid scandal-monger in D. W. Griffith's screen masterpiece "Way Down East" will not soon be forgotten. The marvelous jerky walk which she originated when hurrying down the road to tell the women of the town sewing circle all the news she was literally bursting to tell, impressed Mr. Griffith so much that he had special music written for the scene.

Then, too, her excellent handling of the role of the mother in Universal's great picture "Driven" was a notable achievement.

In "Outwitted" she plays the part of "Meg," a disreputable old woman—a consort of crooks. And she has never done a finer bit of acting.

Don't fail to see "Outwitted" when it comes to the Theatre next It is the first of a series of eight big productions starring Helen Holmes and William Desmond, directed by J. P. McGowan and released by Independent Pictures Corporation. A smashing story of adventure, thrills and romance.

we were going to stop cranking and haul them in.

"Blaisdell dove off all right, but struck his head on a piece of driftwood as he entered the water. We didn't know this and thought his floundering efforts to reach Helen were in the cause of realism. Helen, however, sensed that something was wrong. She swiftly swam over and held him up until we got them in the boat. We reached them just in time, for Desmond is no lightweight, and as he was nearly unconscious, Helen had her hands full."

"Outwitted" will be the feature attraction at the Theatre next So you will soon have an opportunity of seeing this thrilling scene for yourself.

HOW DID HE GET THAT WAY?

One of the most interesting characters in "Outwitted," Independent Pictures Corporation's latest release starring Helen Holmes and William Desmond, is "Crooked-Nose" Murphy who, in the role of "Cockney," "Tiger" McGuire's henchman, gives a performance which is at the same time humorous and compelling.

Mr. Murphy's cognomen was not lightly won. Nor was it acquired at his mother's knee. Instead he had to go out in the world and fight for it! Candor compels the admission that "Crooked-Nose" Murphy did not always disport his fair form upon the silver screen. In the dear, dim, dead past he was a warrior of the squared circle—a modern wearer of the cestus—in short, a "pug." Mr. Murphy was ideally designed by nature for the calling which he made his own. He was agile, fearless, quick; he knew how to hit and, to slip for a moment into the vernacular of the ring, "he knew how to take it." But there was one drawback and only one: His nose was just a wee bit too long. Those who saw him in his early days claim it always protruded beyond his guard.

Be that as it may, the fact remains that it offered a bright and shining mark for the various opponents that he faced in the course of his ring career. It was more than a mark—it was an invitation! And not one of these same opponents but what attempted to avail himself of that invitation. As a result of which, whether he won the decision or went down to a glorious defeat, Mr. Murphy invariably stepped out of the ring with his nose a bit flatter than it had been when he stepped into it. When he abandoned the fighting game he was the possessor of what may be termed a most unusual awning. His nose had responded to the treatment which had been meted out to it until you would have to look at him for a very long time to be sure that it was a nose. The motion picture producers, quick to seize upon novelty, realized the possibilities that were wrapped in Mr. Murphy's nose. And he and his nose were cast in one rôle after another until he was more than just an unusual-looking person—he was a finished thespian as well.

And today it is safe to assert that "Crooked-Nose" Murphy is as clever a character actor as we have before the camera. And never was his worth and ability demonstrated to better advantage than in "Outwitted," which will be shown at the Theatre next

NEWSPAPER STORIES

HELEN HOLMES IS BACK!

All the old Helen Holmes fans will be glad to know that she is back in pictures again.

For the benefit of those with poor memories, Miss Holmes is that wonder girl of the screen who starred in the old Kalem serial "The Hazards of Helen," and many other serials and features of a thrilling nature. She is undoubtedly the greatest girl athlete and stunt artist before the camera today.

In "Outwitted," her new picture, she is co-starred with William Desmond—who is too well known to picture-goers to need any introduction here—and the supporting cast includes such cinema luminaries as Grace Cunard, Alec Francis, Emily Fitzroy and J. P. McGowan.

"Outwitted" is the first of a series of eight society stunt melodramas, directed by J. P. McGowan and produced by Independent Pictures Corporation. In it Miss Holmes is said to be even more daring and reckless than of yore. The story concerns the machinations of a lawless gang of counterfeiters and is crowded with action and thrills.

"Outwitted" will be the feature attraction at the Theatre next

VERSATILITY!

There are many men and women active in the world of films who may lay claim to versatility, but few (if indeed any) who can match the performances of J. P. McGowan.

Mr. McGowan has written scores of stories for the screen which he has directed himself, and several times has played parts in the pictures as well! To write, direct and play an important part in a picture you'll have to admit is considerable achievement—and when you add to this the fact that every one of his productions have been notable successes, you have something which closely approaches genius!

The latest picture to be written, directed and acted in by J. P. McGowan is "Outwitted," which co-stars Helen Holmes and William Desmond, and features Grace Cunard, Alec Francis and Emily Fitzroy. He has seldom had a better aggregation of screen talent to work with and considers it to be his best production.

Independent Pictures Corporation released "Outwitted," which will open for a days' engagement at the Theatre, beginning next

SPEED!

What is said to be one of the fastest moving pictures ever created for the screen will be shown at the Theatre next

Think of all the high-speed films you have ever seen, and then see "Outwitted." This new Independent Pictures Corporation release makes all the others look like "slow motion" stuff!

And no wonder—there's action and thrills. J. P. McGowan, the screen's foremost stunt director, wrote the story and wielded the megaphone as well! While the star is none other than Helen Holmes, the most daring and versatile stunt artist in the world. The perilous feats she performs in "Outwitted" were not surpassed even by those never-to-be-forgotten thrills in "The Hazards of Helen."

William Desmond is co-starred and there is a pre-eminent cast which includes Grace Cunard, Alec Francis, Emily Fitzroy and J. P. McGowan.

SHE INSPIRES MUSIC!

Everyone who saw "Way Down East" or "Driven" remembers the acting of Emily Fitzroy, although few may remember her name. In the D. W. Griffith masterpiece she played the part of an old maid chatterbox who couldn't sit still if she had any choice bits of scandal to narrate. Special music was written for the scene in which she hurries down the road (with that inimitable jerky walk of hers), literally bursting with gossip to tell the town sewing circle. A special theme, too, was used for her scenes as the mother in "Driven." Universal's wonder picture that played a long engagement at the Criterion Theatre in New York.

Her latest sterling characterization is that of "Meg" (in "Outwitted"), a disreputable old sot—the consort of a gang of counterfeiters—and she has never appeared to better advantage.

Joseph Zivelli has written a theme for her scenes in "Outwitted," thus carrying on the tradition which is most certainly a well-deserved one—for Miss Fitzroy is without a doubt the finest character actress on the screen.

Patrons of the Theatre in (name of town), will soon have the opportunity of seeing "Meg" upon the screen, for "Outwitted" is scheduled for presentation there next

It is an Independent Pictures Corporation attraction starring Helen Holmes and William Desmond, supported by Grace Cunard, Emily Fitzroy, Alec Francis and J. P. McGowan.

REVIEW

Last night we saw a crackerjack picture at the Theatre. It is characterized as a "Society Stunt Melodrama," and it certainly can boast more action and thrills than nine out of ten pictures of the high-speed variety. There is splendid acting, too—for the cast includes some of the screen's most popular artists.

"Outwitted"—for that is the name of the picture—would be a big hit with us if for no other reason than that it brings Helen Holmes back to the silver sheet. Dear old Helen, who by her perilous screen stunts and genuine beauty rose to fame and fortune in "The Hazards of Helen," and many other cinema sensations.

Some of the other reasons are: William Desmond (co-starred), Alec Francis (at his best), Grace Cunard, Emily Fitzroy (the old chatterbox in "Way Down East") and J. P. McGowan (who wrote the story and directed the picture as well!).

The story has too good a plot to give away. Suffice it to say that it concerns the operations of one of the "smoothest" gangs of counterfeiters with which the United States Treasury Department has ever had to contend.

HE COULDN'T "TWO-TIME" LUCY!

A woman's jealousy has been the cause of many a man's downfall and many a crook's capture—especially the latter! And in "Outwitted," which begins a days' engagement at the Theatre next, this fact is convincingly brought out.

This new picture, starring Helen Holmes and William Desmond, deals with a remarkably clever gang of counterfeiters whose leader, "Tiger" McGuire (played by J. P. McGowan) has for years eluded the authorities.

The success of his operations was due very largely to the fact that Lucy Carlisle, his "girl" (played by Grace Cunard) was on the "inside"—the Secretary of the Treasury's stenographer. And John Kinney, the Secretary (played by Alec Francis) never suspected where the "Tiger" got his information.

All went well with the "Tiger" until Helen Kinney, the Secretary's daughter (played by Helen Holmes) deliberately flirted with him and he fell into the trap. When Lucy found this out, the "fireworks" were started and "Tiger" soon found that he was the happy (?) possessor of a one-way ticket up the river!

EXPLOITATION

A Newspaper Contest

About a week before your opening, you can arouse a great deal of interest in the picture by starting a contest in your newspapers. Here's one suggestion that always works well because it's not too difficult for the "customers":

"TOWDETUTI"

This is the title of one of the most thrilling pictures it has ever been my privilege to screen. Helen Holmes and William Desmond are the stars, and the supporting cast includes Grace Cunard, Alec Francis, Emily Fitzroy and J. P. McGowan.

A funny title? No, the letters have just been jumbled up a bit. And to the first ten persons who rearrange them to spell the correct title I will give a pass admitting two on the opening night.

Address all answers to

Manager of _____ Theatre

A Street Stunt

On your opening day, have a man dressed in a policeman's uniform cover the streets near your theatre giving out bills with the following inscription printed in large bold type:

WANTED
for

COUNTERFEITING!

by the U. S. Treasury Department

"TIGER" McGUIRE

Last seen at the _____ Theatre

REWARD!

Corner of Smith street and 4th Ave.

If you see "OUTWITTED"—starring Helen Holmes and William Desmond—now playing at the _____ Theatre you will be very well repaid for your time.

Throwaways

Have a thousand or so throwaways printed (the number of course, will depend upon the size of your town) bearing the following in bold type:

Take Out Your Money and Examine It Carefully—There Are Counterfeiters in Town!

And on the reverse side of the card:

"OUTWITTED"

All This Week at the _____ Theatre
The story of the cleverest gang of counterfeiters the U. S. Treasury Department ever had to cope with!

AND LOOK AT THIS CAST!

HELEN HOLMES, WILLIAM DESMOND, GRACE CUNARD, ALEC FRANCIS, EMILY FITZROY and J. P. McGOWAN.

DON'T MISS IT!

A Letter

If you have a mailing list, send a personal letter to your patrons. Here is a suggestion for the copy:

Dear sir (or madam):

If you like action and thrills coupled with intelligent direction and splendid acting, don't fail to see "OUTWITTED" which I have booked for presentation at my _____ Theatre next. The producers claimed it was the fastest moving photoplay of the year. As soon as I saw it, I agreed with them. Now I want you to see it and tell me what YOU think. "OUTWITTED" stars HELEN HOLMES and WILLIAM DESMOND and the supporting cast includes such well-known players as Grace Cunard, Alec Francis, Emily Fitzroy ("Way Down East" and "Driven") J. P. McGowan and the inimitable "Crooked Nose" Murphy.

I consider "OUTWITTED" to be one of the best pictures I have ever offered my patrons and that is the reason I am taking the trouble to call their attention to it, personally. In other words, if you miss this one you'll have nobody to blame but yourself!

Cordially yours,

MANAGER.

TYPE ADS

DON'T MISS

The Fastest Moving Photoplay of the Year!

"OUTWITTED"

—Starring—

HELEN HOLMES and WILLIAM DESMOND

"OUTWITTED"

—Supported by—

Grace Cunard, Alec Francis, Emily Fitzroy, J. P. McGowan and
"Crooked Nose" Murphy

All This Week at

THE STRAND

HELEN HOLMES

The Foremost Girl Stunt Artist

in Filmdom

Returns to the Screen

in

"OUTWITTED"

The Picture that Moves like a
Streak of Lightning!

* * *

—An All-Star Supporting Cast—

WILLIAM DESMOND,

Grace Cunard, Alec Francis,
Emily Fitzroy and J. P. McGowan

* * *

Next Monday, Tuesday, Wednesday

at the

RIALTO

SEE HOW

The Cleverest Gang of Counterfeiters of All Time Were

"OUTWITTED"

When This Smashing Photodrama Comes to the

CRITERION

Next Monday

* * *

HELEN HOLMES, WILLIAM DESMOND,

Grace Cunard, Alec Francis, Emily Fitzroy and J. P. McCowan

Make up

One of The Greatest Casts Ever Assembled for One Picture!

THE PICTURE

YOU HAVE WAITED FOR!

"OUTWITTED"

Starring

Helen Holmes & Wm. Desmond

Supported by

Grace Cunard, Alec Francis,
Emily Fitzroy and J. P. McGowan

* * *

More Thrills per Thousand Feet
than a Ride with Ralph de Palma!

* * *

Now Playing

RIVOLI

CATCH LINES



Helen Holmes is back again!

* * *

Peerless, fearless, Helen Holmes!

* * *

More action than the Dempsey-Firpo fight!

* * *

"OUTWITTED" - the thrill-a-minute picture!

* * *

A pre-eminent story and cast - a pre-eminent picture!

* * *

Helen Holmes - the greatest screen stunt artist of all time!

* * *

If you haven't seen "OUTWITTED", you've missed the fastest photodrama of the year!

* * *



THE SLIDES



SLIDE A

NEVER forget that your screen is an advertising medium for which others are glad to pay. And there's no better way in the world of advertising "OUTWITTED" to your regular patrons than by showing these beautifully colored slides for several days before you run the picture.



SLIDE B

A
JESSE J. GOLDBURG
PRODUCTION

Plot Theme: "THE CONSPIRATORS"
By J. Santos.

MUSICAL SETTING for "OUTWITTED"

A
ZIVELLI
CUE SHEET
(Read NOTE)

No.	Time	Cue	Selection	Tempo.	Scene—Remarks
1.	3½	D At screening	Prelude Melodique, Fauchey. (Manus)	4/4 Andante DRAMATIC.	Trial of "Tiger." INCREASE when he goes for Jack.
2.	3	T The Sub-Treasury	Bees, S. O. Jones. (Remick)	6/8 Moderato Allegretto.	Helen, father and Jack.
3.	¾	T En route to the penitentiary	TRAIN EFFECT then PLOT THEME	4/4 Misterioso.	Gangsters wait to help "Tiger"
4.	2¾	D Men start FIGHT	Furioso No. 11, Rollinson. (Ditson)	4/4 Allegro.	Tiger escapes. SHOT.
5.	2	D Office interior, Kinney at phone	Noveletta, D'Ambrosio. (Fischer)	4/4 Moderato.	Ex-Senator hears of Tiger's escape.
6.	1¾	T Two plates missing	PLOT THEME.		More treasury plates stolen.
7.	1½	D Gangster throws plates to ground	Operatic Hurry, G. Rosey	2/4 Allegro. FIGHT.	FF then pp at interior.
8.	2¼	D Roadway—CHASE Tiger in auto	Tumultuoso, Marie. (Ricordi)	4/4 VIVACE.	Auto falls off broken bridge.
9.	3¼	T In a deserted	PLOT THEME.		Tiger's gang.
10.	1¾	T The authorities were baffled	Novelette, Marquis. (Fischer)	2/4 Con Moto.	Jack given 48 hours to catch Tiger and gang.
11.	2¼	T In the shrewdness	Beware, Bizet-Rosey	4/4 Allegretto Misterioso.	Tiger and new car. Changes counterfeit bill.
12.	3	T My car is disabled	Poor Relations, Bendix. (Witmark)	4/4 Marcia Mist. Allegretto.	Helen tricks the Tiger; takes his wallet.
13.	3-4	D Interior gang's den	PLOT THEME.		
14.	1¼	D Kinney home, interior	On the Green, Goldman. (Fischer)	3/4 Moderato.	Helen, father and Jack.
15.	¼	T Coming events cast shadows	SILENCE.		Shadow of Tiger giving order.
16.	1½	D Dancing	Mandalay, Arnheim. (Remick)	FOX-TROT.	Kinney affair.
17.	2¾	D Helen seated alone	Misterioso No. 5, Zamecnik. (Fox)	4/4 SUSPENSE Misterioso.	Tiger enters then hides.
18.	¼	D Jack leaves Helen	WALTZ.	Dancing.	Short scene.
19.	2	T They're searching	Intermezzo Tragico, Becce. (Kinothek)	6/8 Andante MOSSO	Tiger abducts Helen.
20.	1	D Gang's den	PLOT THEME.		Tiger and Meg.
21.	2½	T The dawn of a day	Intermezzo Serio, Becce. (Kinothek)	4/4 TENSION Andante.	Jack and aides on yacht.
22.	¾	D Interior den	Misterioso No. 54, Borch. (Belwin)	3/4 DRAMATIC Misterioso.	Tiger abuses Helen.
23.	4	D Hold up gangster	Coriolan Overture, Beethoven. (Fischer)	4/4 Allegro con brio.	Bell rings warning gang. SHOTS.
24.	3	D Yacht on fire, (distant view)	Fire Music, Haines.	4/4 Allegro.	FF & pp to action.
25.	2¾	D Jack & Tiger in water FIGHTING	Tensive Allegro, Aborn. (Belwin)	4/4 Allo. DRAM.	Helen escapes, rescues girl.
26.	1¼	D Interior, gangsters caught	Felicità Passata, Becce. (Kinothek)	4/4 And. HY. Bass melody.	Girl dies. Gang outwitted.
27.	1	D Fade to Helen seated	Adoration, F. Magine. (Jenkins)	Waltz amor.	Jack and Helen.

THE END.

NOTE: Length 5044 ft. Total time when scored—55 minutes.
Character: A drama of COUNTERFEITERS featuring Helen Holmes and Wm. Desmond.

PLOT THEME: A characteristic 4/4 DRAMATIC misterioso, published by Belwin.
There are NO direct cues. Read this ZIVELLI cue sheet SLOWLY and you will do justice to the picture at its FIRST showing in your theatre with numbers SUBSTITUTED from your own library.

The Story in Brief

"Tiger" McGuire (J. P. McGowan), the head of a gang of counterfeiters, is prosecuted by Jack Blaisdell (William Desmond), who is connected with the Treasury Department. Tiger is sentenced to 20 years, and shouts he will "get even" with Jack. On the way to prison Tiger escapes, aided by his gangsters. Helen Kinney (Helen Holmes) the daughter of the Asst. Secretary of the Treasury (Alex. Francis), is in love with Jack. Jack is suspended for leaving his post (he had been chasing the Tiger) but thru Helen's plea with her father he is given 48 hours in which to round up Tiger and his gang. During a dance in her home Helen is abducted by the Tiger. Jack learns of the Tiger's hiding place, and after a fierce battle the gang is outwitted. Jack wins Helen and promotion.

RECAPITULATION

List of Accessories for "OUTWITTED"

Press Book	1 Three-Sheet
Star Photos	1 Six-Sheet
75 8x10 Production Stills	2 One Col. Scene Cuts & Mats
8 11x14 Seven Color Lobby Cards	2 Two Col. Scene Cuts & Mats
2 22x28 Seven Color Lobby Cards	2 One Col. Ad Cuts & Mats
Oil Paintings	2 Two Col. Ad Cuts & Mats
An Action Trailer	4 Star Cuts and Mats
2 Hand Colored Slides	2 Herald Cuts
Music Cue Sheet	2 One-Sheets

The 22x28 Lobby Cards



Some Real Action Scenes From "OUTWITTED"





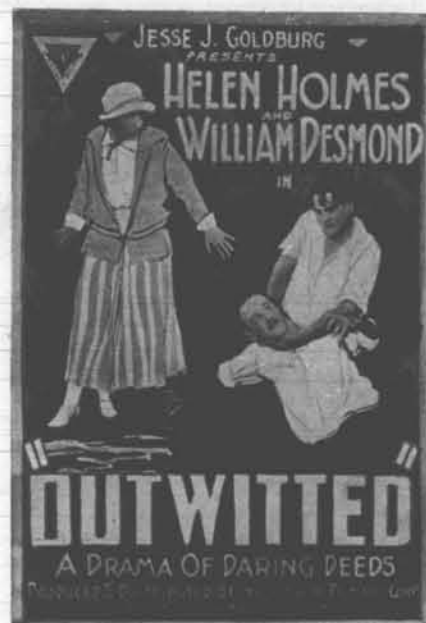
POSTERS



ONE SHEET A

THE lithographs shown here are reproduced from hand painted oil sketches and give you but a suggestion of the actual finished posters.

Colorful and compelling, their generous use will spell many extra admissions at your box office.



ONE SHEET B



SIX SHEET



THREE SHEET

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